

## WHAT IS CLAIMED IS:

- 1 1. A transaction processing system for accepting an order
- 2 related to a transaction via a network, comprising:
- 3 means for outputting information used to prompt viewing
- 4 of an advertisement to a terminal of a customer;
- 5 means for applying a point to a customer who views an
- 6 advertisement;
- 7 means for storing said point, an advertisement owner of
- 8 the viewed advertisement, and the customer in relation to each
- 9 other;
- 10 means operated in such a manner that when an order related
- 11 to a transaction is accepted from the terminal of the customer,
- 12 a total number of points related to said customer among the
- 13 points stored in said storage means is outputted to the terminal
- 14 of the customer, and also an instruction as to whether or not
- 15 a point is used is accepted;
- 16 service providing means operated in such a manner that
- 17 in the case the instruction for using the point is accepted,
- 18 a predetermined service is provided based upon said point;
- 19 and
- 20 advertisement owner information output means for
- 21 outputting to the terminal of the customer, information related

22 to an advertisement owner in connection with said point.

1 2. A transaction processing system as claimed in claim 1  
2 wherein:

3 in the case that there are plural advertisement owners  
4 related to points which are used by the customer, said  
5 advertisement owner information output means outputs such  
6 information related to the respective advertisement owners  
7 to the terminal of the customer.

1 3. A transaction processing system as claimed in claim 1,  
2 or claim 2 wherein:

3 information related to said advertisement owner contains  
4 a gratitude message sent from the advertisement owner.

1 4. A program product capable of causing a transaction  
2 processing system for accepting an order related to a transaction  
3 via a network, to execute:

4 a process for outputting information used to prompt viewing  
5 of an advertisement to a terminal of a customer;

6 a process for applying a point to a customer who views  
7 an advertisement;

8 a process for storing said point, an advertisement owner  
9 of the viewed advertisement, and the customer in relation to  
10 each other into a storage means;

11 a process executable in such a manner that when an order  
12 related to a transaction is accepted from the terminal of the  
13 customer, a total number of points related to said customer  
14 among the points stored in said storage means is outputted  
15 to the terminal of the customer, and also an instruction as  
16 to whether or not a point is used is accepted;

17 a service providing process executed in such a manner  
18 that in the case the instruction for using the point is accepted,  
19 a predetermined service is provided based upon said point;  
20 and

21 an advertisement owner information output process for  
22 outputting to the terminal of the customer, information related  
23 to an advertisement owner in connection with said point.

1 5. A program product as claimed in claim 4 wherein:

2 in the case that there are plural advertisement owners  
3 related to points which are used by the customer, said  
4 advertisement owner information output means outputs such  
5 information related to the respective advertisement owners  
6 to the terminal of the customer.

1 6. A program product as claimed in claim 4, or claim 5 wherein:

2 information related to said advertisement owner contains  
3 a gratitude message sent from the advertisement owner.

1 7. An order accepting method for discounting a purchase money  
2 amount based upon an incentive point used by a customer when  
3 a goods order is accepted in on-line shopping, wherein:

4 after the order has been accepted, information related  
5 to a person who shares a discount money amount is outputted  
6 to the terminal of the customer in an on-line manner.

1 8. An order accepting method as claimed in claim 7 wherein:

2 said person who shares the discount money amount corresponds  
3 to a sponsor of the on-line shopping; and

4 in the on-line shopping, an advertisement related to a  
5 person who invests is displayed on the terminal of the customer  
6 before accepting the order.

1 9. An order accepting method as claimed in claim 8 wherein:

2 said discount money amount is determined in correspondence  
3 with a total incentive point number used by the user; and

4 the incentive point used by the customer is applied to  
5 the customer when the advertisement information related to  
6 said sponsor is outputted in an on-line manner to the terminal  
7 of the customer.

1 10. An order accepting method as claimed in claim 9 wherein:

2 said advertisement information related to said sponsor  
3 is outputted in the on-line manner by accepting the instruction

4 of the customer.